July 1986/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Outdoor Advertising: Making It Work Big For Retailers

Major Appliances –The Cat's Meow:

25 Tips on How to Sell Built-ins

Tips on sources, site selections, cost efficiencies

Tune In Supplier Promos:

Creative tie-ins can mean money

HEARD AT CES

PRODUCTS

PROGRAMS

PEOPLE

ADVERTISING

SHOW IN PRINT

July 1986
Vol. 28, No. 7

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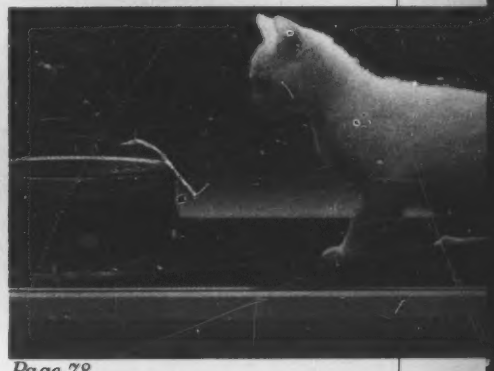

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Prism Entertainment has announced four new appointments: **Sandra Embrey**, director of marketing; **Steven Ades**, director of video collection; **Tim Palen**, manager of creative services; **Ernie Ferrari**, eastern regional

Embrey *Mangum*

sales manager; **Stacy Mangum**, creative director.

Recent departures connected to restructuring at Quasar include **Anthony Mirabelli**, general manager, **Robert Wiles**, independent distribution general manager.

William Mapes joins Adventureland Video as VP and chief operating officer.

Clarion Corp. of America names **Michael Cresci** product manager.

Microprose Software Inc. appointed **William S. Fitts** VP of sales.

BASF Corp. announced five new appointments: **John Schattin**, national accounts manager, superstores and buying groups; **George Dzan**, national accounts manager, mass merchants,

Schattin *Dzan*

catalog showrooms, drug chains; **David Rosato**, eastern regional manager; **Don Sebusch**, southern region-

Sebusch *Pigg*

al manager; **Stephen Pigg**, midwestern regional manager.

Richard H. Blaustein has left The KIS Corporation in Somerset, NJ to assume a senior position with the parent KIS, S.A. based in Grenoble, France.

Bruce Friesen named director of marketing, peripherals for the Information Systems Division of Toshiba America, Inc.

The Benjamin Co. named **Mark Reitman** VP of the Video Division.

Walt Disney Home Video promoted: **Richard Fried** to VP of video marketing;

Fried *Longwell*

Richard G. Longwell VP of domestic home video sales; **Ann Daly** and **Robyn Miller** to director of marketing.

Don Coley named product manager of home audio at Bose Corp.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
April 1986 vs. April 1985
(In Units)

	April 1986	April 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,145,213	1,109,571	+ 3.2	5,351,012	5,095,996	+ 5.0
Monochrome	284,781	244,763	+16.3	1,132,639	1,092,148	+ 3.7
TOTAL TV*	**1,429,994**	**1,354,334**	**+ 5.6**	**6,483,651**	**6,188,144**	**+ 4.8**
Projection TV	18,212	15,363	+18.5	90,158	69,858	+29.1
Home VCR	884,783	702,961	+25.9	3,791,917	3,304,457	+14.8
Camcorders**	52,956	NA	NA	224,023	NA	NA
Color Video Cameras	8,075	31,585	−74.4	36,571	147,628	−75.2

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

Jerry Cope has been appointed appliance group VP of sales and marketing for Roper Corp.

White Consolidated Industries has named **Donald Gerber** president of Belding Products Co., a division of its Consumer Products Group.

Gerber

Able

Roger Able has been promoted to southeast division sales manager of Speed Queen.

Glenn Olinger, president of Whirlpool Corp.'s KitchenAid Division, and **Robert J. Collins-Wright**, chairman of the board, president and CEO of Inglis Ltd., were each elected a vice president of Whirlpool Corp. **William Friend** has been promoted to regional director, southwest branch sales.

Olinger

Kirwan

Maytag has named **James Kirwan** manager of industrial engineering.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1986

	April 1986	April 1985	Percent Change	Calendar Year to Date 1986	1985	Percent Change
ALL MAJOR APPLIANCES	**3,748.8**	**3,512.5**	**+ 6.7**	**14,010.8**	**13,761.5**	**+ 1.8**
COOKING — TOTAL	**1,129.6**	**1,059.9**	**+ 6.6**	**4,705.5**	**4,305.1**	**+ 9.3**
Electric Ranges — Total	265.6	251.2	+ 5.7	1,024.7	967.5	+ 5.9
Free Standing	218.2	205.7	+ 6.1	838.6	786.1	+ 6.7
Built-In	47.4	45.6	+ 4.0	186.1	181.4	+ 2.6
Microwave Ovens/Ranges	879.3	826.6	+ 6.4	3,740.7	3,402.9	+ 9.9
HOME LAUNDRY — TOTAL	**771.5**	**697.7**	**+10.6**	**3,066.7**	**2,961.2**	**+ 3.6**
Automatic Washers	446.2	411.5	+ 8.4	1,742.4	1,703.1	+ 2.3
Dryers — Total	325.4	286.1	+13.7	1,324.3	1,258.2	+ 5.3
Electric	257.3	225.2	+14.3	1,036.5	988.3	+ 4.9
Gas	68.1	61.0	+11.6	287.8	269.8	+ 6.7
KITCHEN CLEAN UP — TOTAL	**653.2**	**563.9**	**+15.8**	**2,668.7**	**2,544.5**	**+ 4.9**
Disposers	300.5	275.3	+ 9.2	1,370.5	1,377.5	- 0.5
Dishwashers — Total	336.7	276.0	+22.0	1,237.7	1,113.9	+11.1
Built-In	319.7	258.4	+23.7	1,159.2	1,028.9	+12.7
Portable	17.0	17.6	- 3.4	78.5	85.0	- 7.7
Compactors	16.0	12.6	+27.0	60.5	53.1	+ 13.9
FOOD PRESERVATION — TOTAL	**648.1**	**561.9**	**+15.3**	**2,170.0**	**2,072.4**	**+ 4.7**
Refrigerators	549.4	471.8	+16.5	1,823.9	1,713.7	+ 6.4
Freezers — Total	98.7	90.1	+ 9.5	346.1	358.7	- 3.5
Chest	53.2	45.1	+18.0	186.6	183.9	+ 1.5
Upright	45.5	45.0	+ 1.1	159.5	174.9	- 8.8
HOME COMFORT — TOTAL	**546.4**	**629.2**	**-13.2**	**1,399.9**	**1,878.2**	**-25.5**
Room Air Conditioners	456.3	523.8	-12.9	1,185.3	1,543.1	-23.2
Dehumidifiers	90.0	105.3	-14.5	214.5	335.1	-36.0
GAS RANGES	**143.6**	**125.4**	**+14.5**	**608.2**	**547.8**	**+11.0**

Source: AHAM.